

The Kantar logo, featuring the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is highlighted with a yellow vertical bar on its left side. The background of the slide is a dark, atmospheric photograph of the London skyline at sunset, with the River Thames in the foreground and the Big Ben clock tower prominently visible. A large, thin yellow circle is overlaid on the right side of the image, framing the Big Ben tower and the bridge in the foreground.

KANTAR

Unlocking knowledge

Delivering winning audience experiences

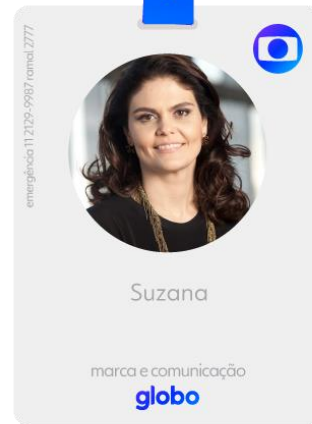
Suzana Pamplona

Knowledge & Research Director | Globo

**UNLOCKING
VALUE**

The World Audiences Summit **2022**

Hello!
I'm Suzana



Globo at a glance

#1

Largest media company
in Brazil & Latin America

End-to-end

creation to production
and distribution

House of Brands powerhouse

Includes a portfolio of
broadcast TV, pay TV, and
music content companies

Strong digital portfolio

Content and multi-platform
content distribution through
Globo.com and SVOD
platform Globoplay

Sustained Growth

↑ 15% YOY

Valuable brand

#10 most valuable brands
in Latin America (BrandZ)

ECO SYSTEM

infinite content in multiple touchpoints





An organisation transforming itself

The challenge of continuing to be **a Globo for everyone**, but at the same time, increasingly, **a Globo to each one**.

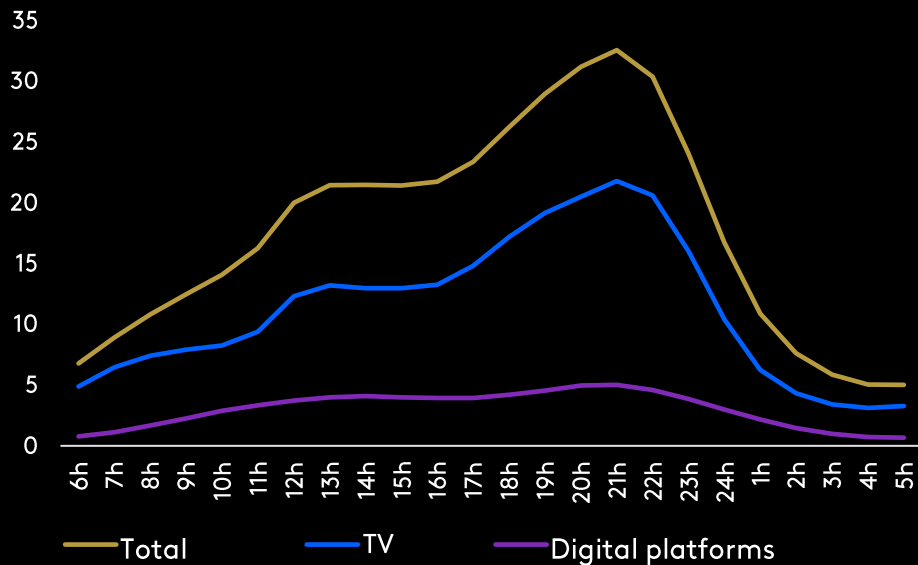
Globo has divided its strategy into three fronts:



Three fronts that feed back each other, with opportunities that will come from new products, experiences and businesses, leveraged by the knowledge generated from consumer data.

Brazilian consumer is a multiscreen one, although prominent on TV consumption.

Video consumption (individuals at home)



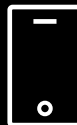
By devices (TMS% individuals at home)



92%
TV/Connect TV



0,2%
Tablet



6%
Smartphone



1,3%
Computer

Brazilian people are crazy about reality shows

Although reality shows represent only **1% of the total time of TV programmes**, they represent **4% of the total share of consumption**

Intensity index = **366**

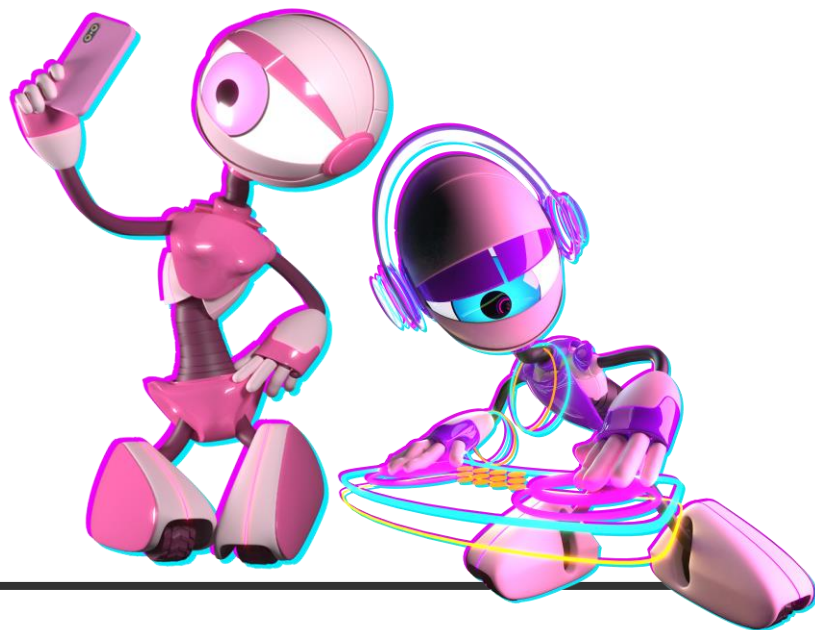


The biggest reality show of the world

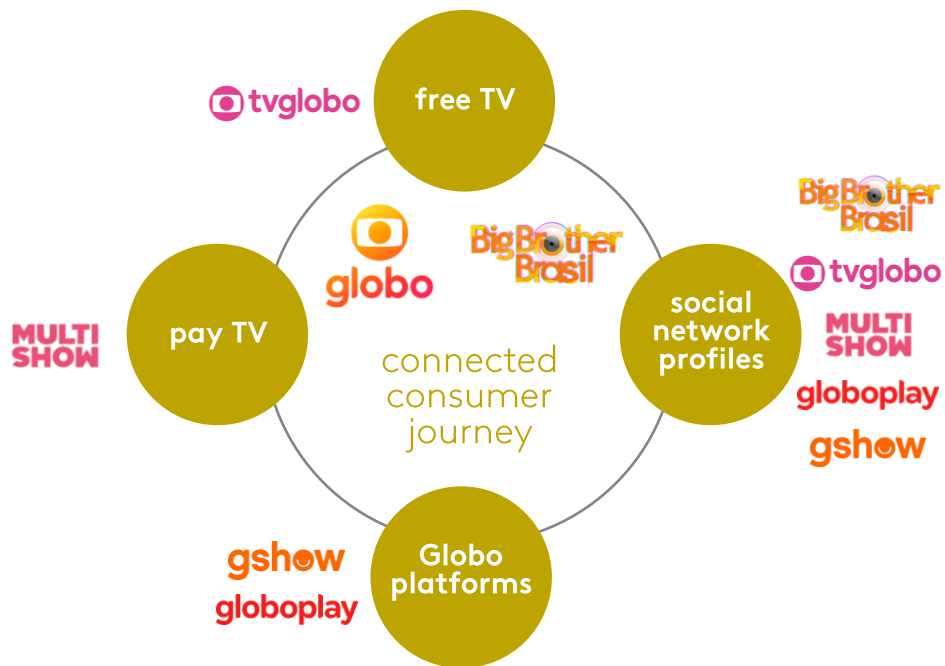
Big Brother Brasil

156M
people reached

96%



More than a program, a whole ecosystem



BBB is a success case we love to share

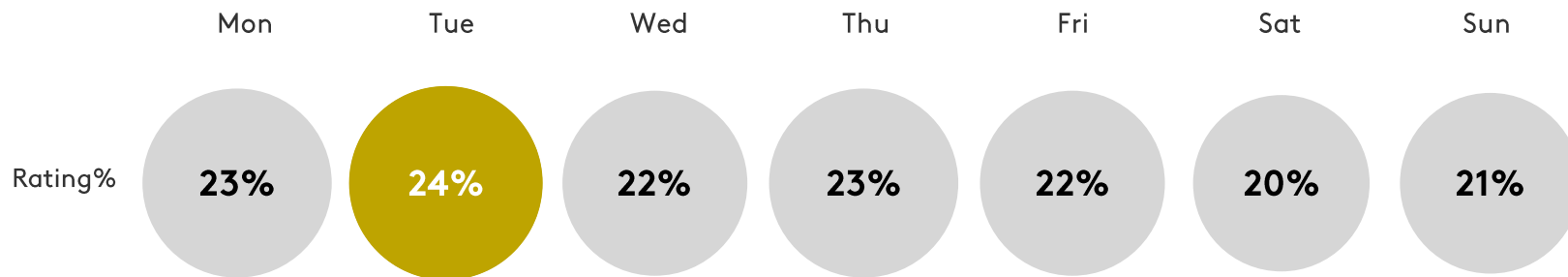


- Unbeatable leader in audience since it was launched, in 2002, both on free and pay TV
- Continuous growth in our streaming platform
- Record of votes on this edition: 715M votes in the final of 2022 edition



Leader everyday

Average time
+14%
compared to 2021

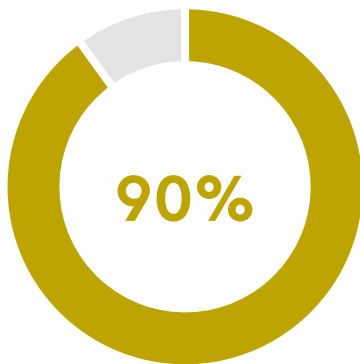


The most engaging one, transcending Globo platforms



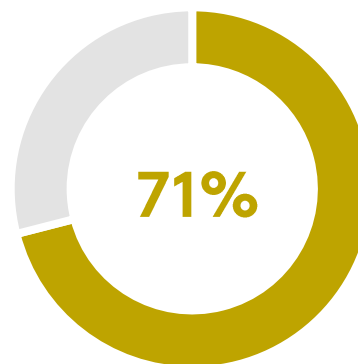
The Brazilian reality show has generated most of the tweets worldwide, overcoming productions from all over the world.

90% of tweets
on entertainment



measured in Brazil.

71% of tweets
on reality shows



globally measured.

A very popular blockbuster



A comercial blockbuster



The top, which costs RS\$1,200, ran out, just because it was worn by Jade Picon on her elimination day

Record of sponsorship:
11 brands = +3 vs 2021

+12% on commercial break

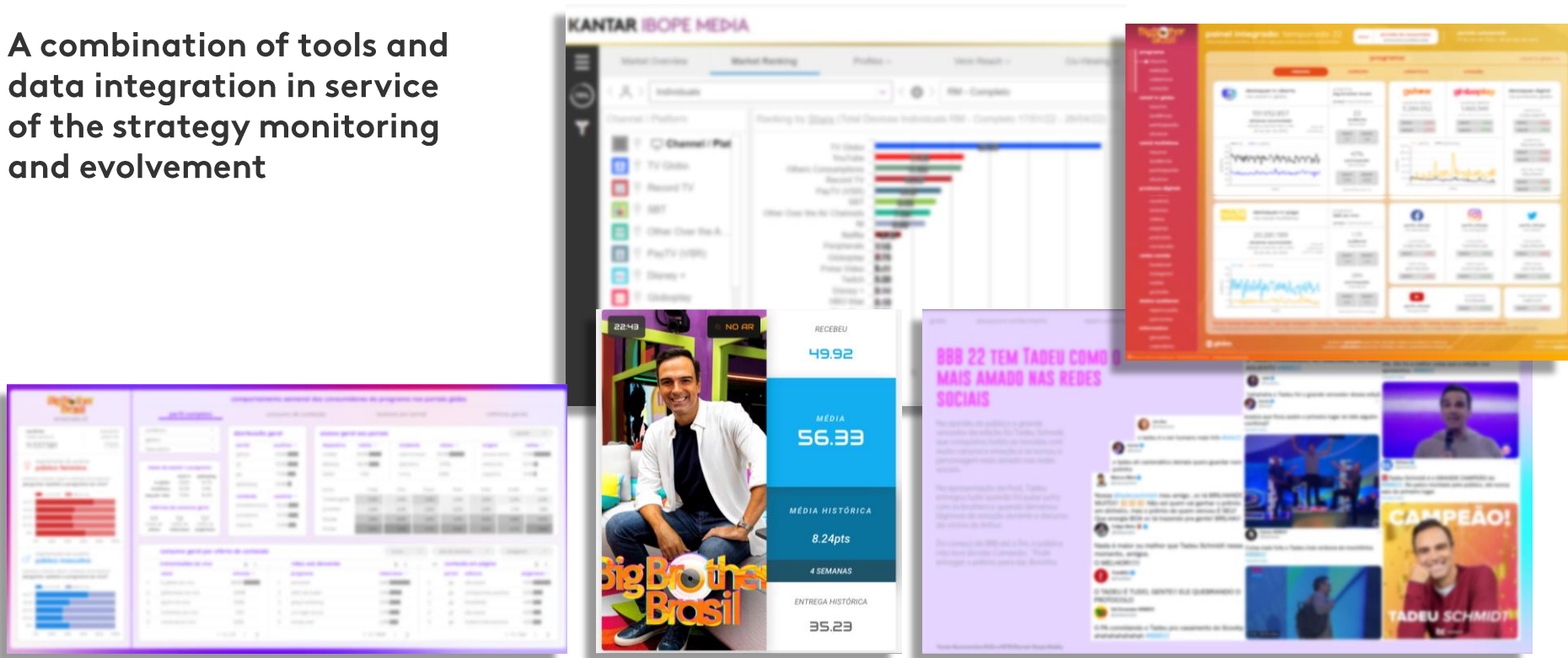
+39% on branded content



Other brands surfing BBB wave



A combination of tools and data integration in service of the strategy monitoring and evolvement



Because knowing and relating to people throughout their journey is essential to ensure our relevance in the lives of Brazilian, people our growth and to our results.

A golden ratio diagram (Fibonacci spiral) is shown in the background, consisting of a series of overlapping squares and a spiral line, all in a light yellow color. The spiral starts from a small square in the lower-left quadrant and expands outwards, crossing the text.

Thank you!